March 8. 200

Assistant Commissioner of Patents

Washington, DC 20231

P/015,054

## PROTEST UNDER 37 CFR 1.291(a)

Re: Method of displaying advertisement on display of mobile RECEIVED communication terminal

MAR 2 3 2004

US File # 20020072353 Filed: 12/11/2001

Technology Center 2600

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20020072353

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded via wireless Internet network (0007) to a "mobile communication terminal" that delivers advertising. Downloads of advertisements are performed through wireless internet communications.

The relevant Claims presented are Claims 1, 2, 3.

The "vehicle display" client-server system is described in (0007) (0028). Clearly, a plurality of advertisements and a corresponding database of display triggers are loaded to the client mobile processor. The ads are displayed

Consistently, the inventor describes the invention in internet terms (0028) ... because it is simply an extension of an electronic communications network like the internet and specifically relating to advertising delivery. The ads are then delivered for display to the vehicle display consequential to the voluntary actions of the vehicle, the driver, the programmer or all.

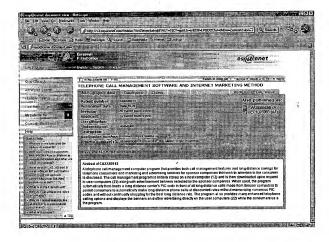
This is referred to as "pull" advertising as a voluntary action on the part of a userinteracts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server and user supplied profiling systems. The filers are correct that a targeted system based on URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

- 1. US Patent 6,141,010 ... similar technology
- Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
- 3. WO9955066 (A1) or EP1076983 (A1) ... similar technology
- 4. U.S. Publication 20020009978 ... similar technology

There may be more prior art preceding the 12/11/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.



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USPTO PATENT FULL-TEXT AND IMAGE DATABASE

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United States Parent Hoyle 6,141,010 October 31, 2000

Computer interface method and apparatus with targeted advertising

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# CLARIA.

CORPORATE OVERVIEW Y

CORPORATE OVERVIEW

### Overview

 Claria Corporation Overview
 Civilia Corporation is hel bacter on eight behavioral masksting, senting over 38 million consumers and more then 900 Advertisers including over 90 Fedure 1000 companies. Claria publishes solverising messages for top tier companies and agencies to consumers who are paid of the GAN Helmoric, Claria's nativested of over 38 million consumers who ages to directly and eightering based on the companies of the CAN Helmoric Claria's nativested of over 38 million consumers who ages to directly advertising based on the companies of the CAN Helmoric Claria's natives of over 38 million consumers who ages to directly advertising based. on their ectual online behavior

Unles traditional demographic targeting, Claric's bahariorant marketing model combines powerful insights into consumer behavior and the ability to disfere consecurally impred missages. The interioracy of the missages of one click through and concernion retex up to dismer beight the middless and excellent interests to consumer online obtained being and a consecuration of the constitution of the consecuration of the consecurati

In addition to its admittant, network, Clossa provides marketing research and business integrits shough to Feedback Research clusters in-depth and provides and state of the s emet that cannot be idual online behavior, quickly and cost effectively.

#### # History

# History: Crara was bounded in 1998 as The Gater Cooperation to deliver the processe of one-to-one marketing on the internet. The guiding various was to develop a massive consumer audience by officing valuable weblishware content for fee in exchange for the right to unknown high tragisted adventicing based on consumers' amenymous souting behavior. Exerciced in June 1999, In Got an Affailet was the company's fest less disrupted software product, and it quickly give to become the most copular product in its category.

By November 1999, Clairs had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertises:

Claria headquarters are located in Redwood City, Culifornia, with U.S. offices in Los Angeles, Chicago, New York, Cetrost, Asstrin, and leteramisterial offices in the U.K and Assa. Claris in bucket by too-line venture ceptitalists such as Grayfact, Technology